

## **Title: Free Birthday Stuff Helps Deployed Service Men & Women Celebrate Their Children's Birthdays**

*The popular site, [www.freebirthdaystuff.com](http://www.freebirthdaystuff.com), which offers members free goods and services on their birthday, celebrates its first year online, and increases the moral of deployed soldiers, airmen, sailors & Marines!*

Just one year ago, stay-at-home mom Celest Benn could not have imagined the huge impact her company would have on the war. This was something she never would have imagined on her new "Birthday Web site" venture. But her idea for a Web site that gave away gifts and services on someone's birthday turned out to be a winner, and [www.freebirthdaystuff.com](http://www.freebirthdaystuff.com) recently passed two milestones – its own first birthday, and its 500,000<sup>th</sup> member.

"It's been an incredible journey, and I still have to pinch myself when I realize it's just one year old" says an enthusiastic Benn. "We've definitely hit upon a fun niche, one that people of all ages really enjoy using."

The Web site allows people to join for free ("no credit card needed or annoying popups" added Benn), and directs them to companies (both local and national) that give away "free stuff" on someone's birthday. The "free stuff" can range from a free meal at a local eatery, to a free car wash, to free shipping from an online retailer, and many, many others. The companies are searched via area code – you put in the area code you will be in on your birthday, and you get a (rather large) list of companies that will offer you "free stuff". All told, there are over 4,500 participating companies, with more added every day.

The site has not gone unnoticed by the media. Journalist Rick Hancock (Fox61news.com) called it "... the fastest growing gift giving/free site on the internet." In addition, Benn has been interviewed on numerous radio programs, TV morning shows and is planning national TV spots in the near future.

The Web site has also had an unplanned moral booster on service people overseas. By putting in their children's birthday, deployed service people can ensure that their loved ones back home have a special day, as the Web site will send a greeting and all kinds of free offers. Benn tells of service people's families going on a mini-golf outing, with the birthday boy or girl playing for free, and then getting a free snack afterwards at a local ice cream stand, all arranged by the deployed soldier. "When you're overseas, it can be heartbreaking to miss a child's birthday" said Benn. "So Free Birthday Stuff has made it easy to recognize and celebrate someone's birthday, even if you're not there. In fact, it's the next best thing to actually being there."

### **About Free Birthday Stuff**

Based out of West Hartford, Conn., [www.freebirthdaystuff.com](http://www.freebirthdaystuff.com) boasts over 4,500 companies nationwide that offer members free "stuff" (both goods and services) on their birthday. Registration is free, with no credit card required, and the site is very easy to use – people simply sign up, enter their birthday (and the birthdays of loved ones) and search the database of participating companies (sorted by area code) that offer free goods and

services for those celebrating a birthday. You can visit the Web site at [www.freebirthdaystuff.com](http://www.freebirthdaystuff.com).